What's In A Name?

PROFESSION

"COMMUNICATION" | "...MEDIA" | "...LANGUAGE" | "...THINKING" | "...CULTURE" | ETC.

what's next? 'DESIGN STRATEGY' 'TRANSDISCIPLINARY DESIGN' 'VISUAL CULTURE' 'DESIGN THINKING' 'DESIGN CULTURE'

1992 RICHARD BUCHANAN PUBLISHED PAPER "WICKED ISSUES IN DESIGN THINKING"

2006 AIGA PROPOSAL TO STANDARD OCCUPATIONAL CLASSIFICATION COMMITTEE TO CHANGE "GRAPHIC DESIGNERS" TO "COMMUNICATION DESIGNERS"

1989 WALKER ART CENTER MOUNTS 'GRAPHIC DESIGN IN AMERICA: A VISUAL LANGUAGE HISTORY'

1985 'WORDS+PICTURES FOR BUSINESS+CULTURE' STUDIO FOUNDED

1985 'DESIGN, WRITING RESEARCH' STUDIO FOUNDED

1976 TOM WOLFE DECLARES "COMMUNICATE" ONE OF ERA'S SIGNATURE TERMS

1966 'VISIBLE LANGUAGE' JOURNAL LAUNCHED

1970 R. MASSIN PUBLISHES 'LETTER & IMAGE'

1963 'HYPERTEXT' AND 'HYPERMEDIA' COINED BY TED NELSON

1968 MOMA MOUNTS 'WORD & IMAGE' POSTER EXHIBIT

"GRAPHIC"

1974 US GOVT. INITIATES FEDERAL DESIGN PROGRAM, INCLUDES GRAPHIC DESIGN SEMINAR

1958 'NEUE GRAFIK' (NEW GRAPHIC DESIGN) PUBLISHED IN THREE LANGUAGES

1996 COOPER HEWITT 'MIXING MESSAGES: GRAPHIC DESIGN IN CONTEMPORARY CULTURE' EXHIBIT

1985 'STEP-BY-STEP GRAPHICS' MAGAZINE LAUNCHED

1944 'GRAPHIS' MAGAZINE PUBLISHED

1983 PHIL MEGGS PUBLISHES 'A HISTORY OF GRAPHIC DESIGN'

1940 PRINT MAGAZINE 'A QUARTERLY JOURNAL OF THE GRAPHIC ARTS' FOUNDED

1983 FIRST SYMPOSIUM ON THE HISTORY OF GRAPHIC DESIGN

1927 W.G. RAFFE'S GRAPHIC DESIGN IS 1ST BOOK USING TERM IN TITLE

1965 ARMIN HOFMANN PUBLISHES 'GRAPHIC DESIGN MANUAL: PRINCIPLES & PRACTICE'

1922 W.A. DWIGGINS COINED THE TERM "GRAPHIC DESIGN"

1963 "GRAPHIC ARTS USA" EXHIBIT TOURS EUROPE & RUSSIA

1914 AIGA (AMERICAN INSTITUTE OF GRAPHIC ARTS) FORMED

1963 "GRAPHIC DESIGN: VISUAL COMPARISONS" (FLETCHER, FORBES, & GILL)

1913 DUTCH 'GRAFICUS' MAGAZINE

1963 'ICOGRADA' (INT'L COUNCIL OF GRAPHIC DESIGN ASSOCIATIONS) FOUNDED

GRAPHIC DESIGN

GRAPHIC ARTS

"DESIGN"

1971 V. PAPANEK PUBLISHES 'DESIGN FOR THE REAL WORLD'

1964 H. SPENCER PUBLISHES 'RESPONSIBILITIES OF THE DESIGN PROFESSION'

1946 'DESIGN QUARTERLY' MAGAZINE FOUNDED

1961 LADISLAV SUTNAR PUBLISHES 'VISUAL DESIGN IN ACTION'

1946 PAUL RAND PUBLISHES 'THOUGHTS ON DESIGN'

1959 MOMA MOUNTS ITS FIRST PACKAGE DESIGN EXHIBIT

1849 HENRY COLE LAUNCHED "JOURNAL OF DESIGN & MANUFACTURES," SEPARATING DESIGN FROM ART

1954 ALVIN LUSTIG PUBLISHES 'WHAT IS A DESIGNER?'

2006 AIGA CHANGES NAME TO "THE PROFESSIONAL ORGANIZATION FOR DESIGN"

"ART/ARTS"

1927 'COMMERCIAL ART' MAGAZINE FOUNDED

1927 'AMERICAN UNION OF DECORATIVE ARTISTS & CRAFTSMEN FORMED

1926 BAUHAUS BOOK 'OFFSET, BOOK AND COMMERCIAL ART' PUBLISHED

1920 ART DIRECTORS CLUB OF NY FORMED TO "DIGNIFY THE FIELD OF BUSINESS ART"

OTHER

1891–96 WILLIAM MORRIS / ARTS & CRAFTS MOVEMENT PROVED A MARKET EXISTED FOR WORKS OF GRAPHIC DESIGN IN THEIR OWN RIGHT

1959 FIRST ISSUE OF CA 'THE JOURNAL OF COMMERCIAL ART' LATER TO BECOME 'COMMUNICATION ARTS'

1941 'PRINTING ART' JOURNAL FOUNDED

1899 ASSOCIATION OF AMERICAN ADVERTISERS FORMED

1901 SOCIETY OF ILLUSTRATORS FORMED

COMMERCIAL ART

1978 SOCIETY OF NEWSPAPER DESIGN FOUNDED

EDUCATION

1937 New Bauhaus: American School of Design established

1973 MIT est. 'Visible Language' workshop

2008 School of Visual Arts offers first MFA in 'Design Criticism'

1919 'Graphic Printing workshop established at Bauhaus, replaced in 1925 by 'Printing & Advertising'

1950 Ulm Institute of Design

1979 MIT awarded its' first MS in 'Visual Studies'

2005 Stanford's Institute of Design teaches "design thinking"

1867 First Kunstgewerbeschule – literally "school of arts and crafts" – applied arts school established in Germany

MIT graphic design program

Yale Univ. graphic design gradute program

1997 School of Visual Arts MFA/Design program

1904 Parsons School of Design 'Commercial Illustration' program

1877 RISD (Rhode Island School Of Design) Established

1947 School of Visual Arts (SVA) established

1972 SUNY est. 'Visual Studies' program

2008 California College of the Arts (CCA) offers first MBA in 'Design Strategy'

1850 1860 1870 1880 1890 1900 1910 1920 1930 1940 1950 1960 1970 1980 1990 2000 2010 2020

later changed to advertising & graphic design

now the Institute of Design

first called 'Cartoonists and Illustrators School,' renamed in 1956

2011 JEN BRACY